

**ENTERPRISE SYSTEM AND IT SOLUTIONS
(CSBS 3203)**

Time Allotted : 3 hrs

Full Marks : 70

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
any 5 (five) from Group B to E, taking at least one from each group.*

Candidates are required to give answer in their own words as far as practicable.

**Group – A
(Multiple Choice Type Questions)**

1. Choose the correct alternative for the following: **10 × 1 = 10**
- (i) An Information System can be _____.
 - (a) an open system
 - (b) a conceptual system
 - (c) both (a) and (b)
 - (d) none of (a), (b) & (c).
 - (ii) Characteristics of Data warehouses are
 - (a) Subject-oriented & Non-volatile
 - (b) Integrated
 - (c) Time variant
 - (d) All of (a), (b) & (c).
 - (iii) The term associated with the multidimensional model of the data warehouse is _____.
 - (a) Data structure
 - (b) Data Cube
 - (c) Table
 - (d) None of (a), (b) & (c)
 - (iv) Which is not a property of Information Goods?
 - (a) Very expensive to produce and reproduce also
 - (b) Can be converted into versions quite easily
 - (c) Technology lock-in and switching cost are applicable for them
 - (d) Network externalities, i.e., technology benefit is shared by multiple users.
 - (v) A data mart is a subset of a data warehouse that is focused on _____.
 - (a) a particular line of business
 - (b) a department
 - (c) a subject area
 - (d) All of (a), (b) & (c)
 - (vi) Which is not a driver of Supply Chain performance?
 - (a) Facilities
 - (b) Demand analysis
 - (c) Pricing
 - (d) Transportation.
 - (vii) Which of the following is not true for CRM?
 - (a) RFM Analysis is done for customer segmentation
 - (b) Ordinary customer segment constitute nearly 50%
 - (c) Customer data about hobbies, interests are considered as soft data
 - (d) Channel management tools are part of Operational CRM.

- (viii) EERP stands for
(a) ERP II (b) Extended ERP
(c) Both of above (d) None of (a), (b) & (c).
- (ix) Which is not an additional module of SAP?
(a) SCM (b) CRM
(c) Project Management (d) Business Intelligence.
- (x) RFM in the context of CRM stands for
(a) Remote, Frequency, Monetary (b) Remote, Frequent, Multiple
(c) Recency, Frequency, Monetary (d) Recent, Frequent, Monetary.

Group- B

2. (a) Discuss any four types of systems with a suitable example for each. *[[CO4](Remember/LOCQ)]*
(b) Why information is treated as a strategic asset? *[[CO2](Understand/LOCQ)]*
(c) How does Information Technology help in Strategy implementation in organisations? Explain briefly. *[[CO1](Analyze/IOCQ)]*
4 + 3 + 5 = 12
3. (a) Evaluate Innovation Impact model for heavy and light IT users. *[[CO4](Analyse/IOCQ)]*
(b) Explain disruptive technologies with example of any popular brand. Describe Roger's model in brief to explain the behaviour of innovators and early adopters. *[[CO3](Understand/LOCQ)]*
(c) Evaluate Michael Porter's Competitive Forces Model in the context of Bargaining power of suppliers. *[[CO4](Analyse/IOCQ)]*
3 + 5 + 4 = 12

Group - C

4. (a) How does computer based information systems help in Strategic Management in organisations? Discuss. *[[CO2](Analyze/LOCQ)]*
(b) Why is Management Information System (MIS) important for organisations? Discuss briefly. *[[CO2](Analyze/LOCQ)]*
(c) How does MIS differ from DSS? *[[CO3](Analyze/IOCQ)]*
4 + 5 + 3 = 12
5. (a) What are the characteristics of data in Data warehouse? *[[CO4](Understand/LOCQ)]*
(b) What is a Data Mart? Discuss it's usefulness. *[[CO2](Understand/LOCQ)]*
(c) How does multi-dimensional modelling help in better information retrieval for decision making? *[[CO1](Analyze/IOCQ)]*
4 + 4 + 4 = 12

Group - D

6. (a) Describe Production, Production Planning and Control subsystem of a manufacturing organisation. [[CO4](Remember/LOCQ)]
 (b) Discuss materials management system in any manufacturing organisation. [[CO2](Remember/LOCQ)]
 (c) How does Human Resource Management help in better productivity in any organisation? [[CO1](Analyze/IOCQ)]
4 + 3 + 5 = 12
7. (a) Describe the functions or activities of ERP in an organization. [[CO1](Remember/LOCQ)]
 (b) Describe the evolution of Enterprise Resource Planning (ERP). Explain the modules of a popular ERP like SAP. [[CO1](Remember/LOCQ)]
 (c) Evaluate Business Process Redesign through ERP in the context of HR module; you can select three areas: (i) workforce process management (ii) enterprise compensation (iii) e-Recruitment. [[CO1](Analyze/IOCQ)]
3 + 5 + 4 = 12

Group - E

8. (a) Describe Bullwhip effect in Supply Chain Management (SCM). What are the drivers of SCM? [[CO4](Remember/LOCQ)]
 (b) Explain (i) e-Procurement and (ii) Inbound and Outbound logistics. [[CO3](Understand/LOCQ)]
 (c) Evaluate Push-Pull cycle view of SCM with an example. [[CO4](Analyze/IOCQ)]
5 + 4 + 3 = 12
9. (a) Describe 5 dimensions of Customer relationship Management (CRM). Explain Sales Force Automation. [[CO1](Remember/LOCQ)]
 (b) Explain the CRM performance measurement tools. [[CO2](Understand/LOCQ)]
 (c) Analyze different types of CRM with suitable examples. [[CO2](Analyze/IOCQ)]
5 + 3 + 4 = 12

<i>Cognition Level</i>	<i>LOCQ</i>	<i>IOCQ</i>	<i>HOCQ</i>
<i>Percentage distribution</i>	<i>63.54</i>	<i>36.46</i>	<i>0</i>

Course Outcome (CO):

After the completion of the course students will be able to

- Understand various functional areas of management and information systems and technologies involved therein
- Understand the role of IT for fulfilment of organizational goals and implementation of strategies
- Understand how Enterprise systems use various software to manage organizational data and retrieve information for decision making purpose.

**LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question.*

